



**TOYOTA**  
*Believe*

**PRIUS C**



Prius c s-Tech in Zest





Prius c in Cherry with alloy wheels

## PRIUSC

The compact and cool Prius c is a real trend-setter, delivering exciting exterior styling, a nimble fun-to-drive character and ultra-low fuel consumption thanks to leading hybrid technology. It's as perfectly suited to your every day, inner-city adventures as it is to that open road escape.

The Prius c is a spirited alternative to the mainstream notion of what a hybrid vehicle should be, delivering high-tech driving fun, paired with an affordable price tag.



Prius c s-Tech in Graphite



Prius c s-Tech in Zest

## Hybrid power makes the difference

With incredible combined fuel economy of 3.9-litres/100km your journey will be kinder on your pocket as well as the planet.

Featuring Toyota's proven Hybrid Synergy Drive (HSD) technology matched with an Electronic Continuously Variable Transmission (ECVT) to optimise performance, the Prius c gives you the best of both: an economical and enjoyable drive for those urban errands, but plenty of responsive power when you venture out onto the open road.

Press ECO mode around town and you could save even more as the vehicle will automatically adjust engine response and air conditioning to reduce fuel usage.

What's more, the clever Prius c can even keep track of how much money you're saving as you drive, giving you 'real world' feedback on the efficient capabilities of Toyota's Hybrid Synergy Drive system.

Make no mistake; Prius c isn't your average hybrid hatchback.





## EXTERIOR

# It's good to be bold... new look, new features

The Prius c comes decked out in style that'll suit the city.

It features modern sculptured body panels incorporating fog lights and halogen headlights with distinctive 15" alloys or steel wheels available.

The Prius c s-Tech comes with 15" alloy wheels and blends fog lights with self-levelling LED headlights.

In all there are nine colour choices available that accentuate the crisp exterior styling of the smart Prius c, including Zest and Tango, recent additions to the range.



Prius c s-Tech in Tango



A sporty front-end design features fog lights and halogen headlights, while the Prius c s-Tech includes self-levelling LED headlights finished in a dark surrounding tint, adding even more dynamic character to this modern hybrid hatchback.



The Prius c has instant street appeal, with a compact body style that packs space and technology aplenty into its 3995mm length.



Prius c s-Tech in Zest



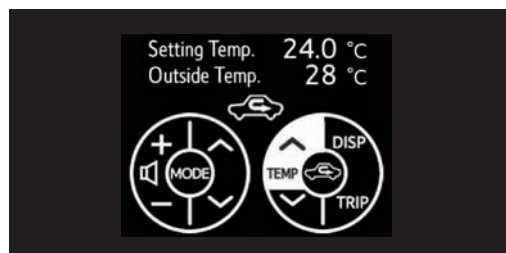
## INTERIOR

# Space and style in equal measure

The Prius c is designed to provide you with a modern mix of grey and black interior trims and blue dash and door accents, while the Prius c s-Tech has a darker more sophisticated interior with black leather-like seats, a soft black dash treatment and a leather steering wheel.

Every Prius c seats five in comfort and boasts a boot that takes care of your everyday load-hauling needs, with 305-litres of space available and accessible through 60:40 split rear folding seats. There are also plenty of storage pockets and recesses for all the items you like to take with you on your daily journey.

Besides Bluetooth hands-free calling and audio streaming technology, climate control air conditioning and cruise control, you'll enjoy other fresh ideas too, like a full colour 3.5" Multi-Information Display (MID) that also displays eco savings data (and can even track monthly fuel costs, giving you a real world insight into how much the Prius c is saving you.



Multi-Information Display (MID) on the 3.5" TFT screen provides a wealth of information that helps you tailor your driving.

Touch Tracer steering wheel controls for changing audio or air conditioning settings without looking down help keep you safe.



# Prius c

FRONT WHEEL DRIVE  
1.5L PETROL + HSD  
ELECTRONICALLY  
CONTROLLED  
CONTINUOUSLY  
VARIABLE  
TRANSMISSION

The Prius c is the spirited city-friendly addition to the Prius family, with a stylish and compact exterior opening up to a surprisingly spacious interior.

The 1.5 litre petrol engine with Hybrid Synergy Drive generates all the power you could want with the fuel economy and leading environmental standards you expect from this leading environmentally-minded technology.



Prius c in Glacier White with steel wheels

Prius c in Graphite with alloy wheels



From the shape of the steering wheel and wide opening doors, to the ergonomically designed seats and instrument panel you're provided with more space than you'd expect from a compact car.



The ECO Drive monitor allows the driver to access useful information like an ECO savings record, drive information, ECO score and fuel consumption summary data.



Electronically Controlled Continuously Variable transmission (ECVT) really makes driving in the city stress-free.



Prius c has all the attributes to make it the perfect city car. A tight turning circle and nimble handling make for easy parking.





# Prius c s-Tech

FRONT WHEEL DRIVE  
1.5L PETROL + HSD  
ELECTRONICALLY  
CONTROLLED  
CONTINUOUSLY  
VARIABLE  
TRANSMISSION

The Prius c s-Tech gives you even more, adding a stylish leather-like interior, LED headlights and privacy glass to the comprehensive Prius c specification.



Prius c s-Tech in Cool Soda



Prius c s-Tech in Zest



LED headlights add a bold, premium look to the Prius c s-Tech.



The Prius c s-Tech now arrives with an upgraded interior utilising darker, more sophisticated trim detailing. Voice recognition software, Bluetooth hands-free calling and audio streaming makes for an easier, safer journey.



Seven airbags are standard and part of a comprehensive 5-Star ANCAP rated safety package.



Prius c benefits from a keyless 'smart entry' system including a push button start.





## 5-Star safety

The 5-star ANCAP rated Prius c gives you peace of mind.

Front seating positions feature 3-point, Emergency Locking Retractor (ELR) seatbelts, pre-tensioners and force limiters, while the rear seat includes ELR seatbelts in all positions, including the middle position, along with two ISOFIX child seat tether anchor points in each of the outside positions.

Standard safety equipment on every Prius c includes Vehicle Stability Control (VSC) and Traction Control (TRC), which work together to help keep the car on a stable footing in tight corners or where road conditions become hazardous.

Every Prius c also features Hill-Start Assist Control (HAC) and if you need to stop in a hurry, Brake Assist (BA) and Electronic Brake-force Distribution (EBD) will help slow you safely.

And for even more peace of mind, the technologically advanced body structure of the Prius c has been designed to minimise the effect of any collision with pedestrians.



Vehicle Stability Control (VSC) and Traction Control (TRC) work in the background to add an extra margin of safety.



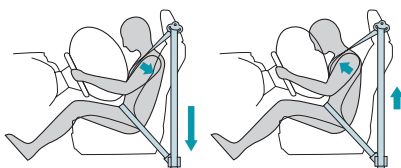
Well-located ISOFIX rear seating fixing points enable child seating to be more easily attached.



Prius c occupants are well protected with driver and passenger front, front side, front/rear curtain shield and driver's knee airbags.



Safety isn't just a priority for Prius c. The 5-Star ANCAP safety rating is testament to its renowned Toyota build quality.



Front seat pretensioners instantly tighten the seat belts at the time of a collision to help enhance occupant restraint performance. The force limiter function loosens the seat belts while maintaining the load to help mitigate the impact to the chest regions of the front seat occupants.



Electric Power Steering (EPS) is vehicle speed sensitive so low speed manoeuvres require minimal effort while at highway speeds less assistance is provided. The turning circle is a city friendly 9.6m.





Prius c shown fitted with 15 inch Podium alloy wheels.

## Make Prius c your own

Only Toyota Genuine Accessories are designed and manufactured to the same high standard as original parts. They are engineered using manufacturer data to ensure that vehicle integrity is not compromised. This means the functionality of important precision systems such as airbags will not be impaired by their installation.



### Weathershields – slimline

Set of four tinted weathershields. These allow fresh air into the cabin while protecting you from the elements.



### Wheels - 15 inch Podium wheels

Distinctive 15" alloy wheel with a dark metallic-grey finish.



### Cargo liner

This all weather rubber cargo liner will keep your boot protected. It's custom moulded to ensure a secure fit but can be removed and hosed off for easy cleaning.



### Carpet floor mats

Front and rear floor mats add extra protection to your vehicle carpet, with the drivers mat secured by two retainers for safety.



### First aid kit

Personal first aid kit for first response and minor injuries.



### Safety cone

Collapsible 450mm Safety cone with reflective orange shell and internal light.

## Prius c exterior colours

Glacier White  
040



Silver Pearl METALLIC  
1F7



Graphite METALLIC  
1G3



Ink MICA  
209



Cool Soda METALLIC  
8V7



Tidal Blue METALLIC  
8T7



Zest MICA METALLIC  
588  
N/A WITH STEEL WHEELS



Tango METALLIC  
4X3  
N/A WITH STEEL WHEELS



Cherry 3P0



## Prius c interior trim

### Prius c

Black fabric seats with Navy Blue insert panel. Black and Navy Blue soft-feel instrument panel.



### Prius c s-Tech

Black synthetic leather seat facings with contrasting stitching. Light charcoal soft-feel instrument panel with chrome feature lines. Air vents with chrome accents.





# PRIUS c SPECIFICATIONS

	PRIUS c (WITH STEEL WHEELS)	PRIUS c (WITH ALLOY WHEELS)	PRIUS c s-TECH
<b>MECHANICAL SPECIFICATIONS</b>			
Petrol Engine	1.5 Litre, Atkinson Cycle 4 cylinder. In-line type. 16 Valve Double Overhead Camshaft (DOHC). Variable Valve Timing with intelligence (VVT-i)		
Hybrid System	Nickel Metal-Hydride (Ni-MH) Battery,		
Total system output (Engine and Hybrid system)	73.6kW		
Maximum Power – Petrol Engine	54kW at 4800rpm		
Maximum Torque – Petrol Engine	111Nm at 4000rpm		
Fuel Economy - ADR 81/02 (Combined cycle)	3.9L/100km		
CO <sup>2</sup> Emissions - ADR 79/02 (Combined cycle)	90g/km		
Exhaust Emission Standard	Euro 5		
Transmission - Electronic Continuously Variable Transmission (E-CVT)	•	•	•
Fuel tank capacity - Recommended octane rating 91 or higher	36L		
<b>BRAKES &amp; SUSPENSION</b>			
Brakes - Front - Power-assisted ventilated disc. Rear - Power-assisted drum	•	•	•
Anti-lock Braking System (ABS), Brake Assist (BA), Electronic Brake-Force Distribution (EBD), Electronically Controlled Brake-Regeneration (ECB-R)	•	•	•
Traction Control (TRC) and Vehicle Stability Control (VSC)	•	•	•
Hill-start Assist Control (HAC)	•	•	•
Suspension - Front - MacPherson struts with stabiliser bar. Rear - Torsion Beam Type	•	•	•
Minimum turning radius	4.8m turning radius/2.69 turns lock to lock		
<b>EXTERIOR FEATURES</b>			
Wheels - Design and size	15" steel wheels with full wheel cap	8-spoke, sharp design, 15" alloy wheels	
Tyre size	175/65 R15 5.5J	175/65 R15 5.5J	
Spare wheel		Temporary	
Front design - Body coloured front bumper with front air spats	•	•	Black grille accent
Side design - Body coloured outside door handles, outside mirrors with electrical adjustment	•	•	•
Rear design - Body coloured rear bumper, air spats and small rear spoiler	•	•	
Rear design - Body coloured rear bumper, air spats, large rear spoiler and rear privacy glass			•
Headlights - Halogen with manual levelling	•	•	
Headlights - LED with automatic levelling			•
Front fog lights integrated into lower front bumper	•	•	LED
High stop light - LED	•	•	•
Windscreen wipers - Washer-linked variable intermittent. Rear window wiper	•	•	•
<b>INTERIOR FEATURES &amp; CONVENIENCE</b>			
Interior trims - Black and Navy Blue fabric seats. Black and Navy Blue instrument panel	•	•	
Interior trims - Black synthetic leather seats with contrasting stitching. Dark grey soft-feel instrument panel with piano black feature lines. Air vents with piano black accents			•
Air conditioning with climate control and a clean air filter	•	•	•
Steering wheel and controls - 4-spoke steering wheel with air conditioning controls and cruise control. Tilt and telescopic adjustments	Urethane	Urethane	Leather
Cruise control	•	•	•
Smart entry and start system - Engine power button, smart key system with driver's front, front passenger door and boot touch sensors	•	•	•
Front seats - Drivers seat with slide, recline and vertical height adjustment. Passenger with slide and recline functions	•	•	•
Rear seats - 60:40 split offers various convenient configurations for luggage and cargo	•	•	•
Storage - The handy storage tray and cup holders in front of the center console provide safe storage for your MP3 player and cell phone. Additional storage includes a center console storage box with tray, large glove box with damper, door pockets with bottle holders. There's also a handy rear package tray and further storage hidden under the luggage floor	•	•	•
Windows - Power windows front and rear, driver's auto up/down	•	•	•
<b>AUDIO &amp; CONTROLS</b>			
Eco Drive monitor - Eco savings, Eco savings record, energy monitor, drive information, Eco score, 5 minute fuel consumption, past record and trip summary modes	•	•	•
Multi-Information Display (MID) – 3.5" TFT Screen with Eco drive monitor, touch tracer display, air conditioning control, warning, welcome and end screens	•	•	•
Hybrid System Indicator - Featuring charging, Hybrid Eco, Eco and Power driving display	•	•	•
Meter illumination control	•	•	•
Shift Position Indicator on gear lever and dash	•	•	•
Digital clock	•	•	•
Twin trip meters	•	•	•
Radio with single disc CD player, audio input jack, iPod control via USB, Bluetooth handsfree phone capability and audio streaming	•	•	•
Voice recognition			•
<b>SAFETY AND SECURITY</b>			
5-Star ANCAP safety rating	•	•	•
Seatbelts - Driver and front passenger with ELR, pre-tensioners and force limiters. Rear passengers with ELR and roof mounted center seat belt	•	•	•
Seatbelt warning - Drivers and front passenger seat with warning light and buzzer	•	•	•
Child proof rear door locks and child restraint ISO fixing points (2) and tether anchors (3)	•	•	•
Airbags x 7 - Driver and passenger front, side, driver's knee and front/rear curtain shield airbags	•	•	•
Engine Immobiliser	•	•	•
Headrests - Front and rear height adjustable	•	•	•
<b>DIMENSIONS</b>			
Overall length/width/height	3995mm/1695mm/1475mm		
Wheelbase	2550mm		
Luggage capacity - Rear seats up	305L		
Kerb weight - Minimum/maximum	1120kg/1140kg		
Gross vehicle weight	1565kg		

Because Toyota believes in going the extra mile we offer comprehensive support and a great range of products and services for our valued customers.

For more detail please visit: [toyota.co.nz](http://toyota.co.nz)



\*Fuel consumption and CO<sub>2</sub> emissions will vary depending on driving conditions/style, vehicle condition and options/accessories fitted. ADR 81/02 (combined).  
Every endeavour has been made to ensure text details and specifications contained in this publication were accurate as at 13 March 2015. Toyota New Zealand Limited reserves the right at any time to introduce any changes deemed necessary to improve the models shown or for any other reason. Paint and upholstery colours shown in this brochure may differ from actual colours due to variations in printing processes. Some models shown in this brochure may have optional accessories fitted.  
For further information contact your nearest Authorised Toyota Dealer. They will be glad to assist. [Production effective January 2015]

3,000
March 2015
SB338

